



Report to the Auburn City Council

Action Item
5
Agenda Item No.

[Signature]
City Manager Approval

To: Mayor and City Council Members
From: Valerie Harris, Chief of Police
Date: June 14, 2010
Subject: Be A Hero Program - Promote Organ Donor Registration

The Issue

Should the City Council approve a resolution that allows that public safety vehicles for the City of Auburn to display a vehicle sticker that supports organ donors?

Conclusion and Recommendation

Based on our research, Staff is recommending that the City Council approve a resolution allowing the public safety vehicles for the City of Auburn to display a sticker that supports organ donors.

Background

Donate Life California is a nonprofit Organ and Tissue Donor Registry dedicated to saving the lives of thousands of Californians awaiting life-saving transplants. Officially formed in 2004 after being authorized by the state, they are committed to giving every person waiting for a transplant - a second chance at life.

More than 106,000 people are on the national waitlist for a lifesaving transplant. Right now over 21,000 Californians wait for an organ transplant. Tragically, one third of them will die - waiting. Prior to 2004, no Registry had existed for those of you who wished to give consent to be an organ and/or tissue donor. Historically, while signing a donor card and placing the pink dot on your license served as an important symbol of your intent, it did not place you on any list or Registry.

Since July 1 of 2006, individuals who renew or apply for a driver's license or ID with the DMV, now have the opportunity to register their decision to be a donor in the Donate Life California Registry, and the pink "DONOR" dot symbol is pre-printed on the applicant's driver license or ID card.

Donatelifecalifornia.org increases organ donor registrations and saves lives by replicating the efforts of Fire Chief Dan Haverty of Folsom where you now see a "Be a Hero" sticker on each Police, Fire, and emergency vehicle.

To date more than 6 million Californians have signed up on the Registry. The state goal is 24 million. According to a distinguished transplant surgeon, the annual number of organ donors is 1500 as another 1300 die while waiting for a transplant.

The sticker measures 6"X6" and is removable. However, the stickers applied in Folsom are going strong after a year. Attached is a view of the sticker.

With the counsel previously recognizing April as DMV-Donate Life California Month, this is a meaningful way to show support for this wonderful cause on a year round basis. Auburn public safety can be the leaders in our area by demonstrating to the local surrounding communities the importance of awareness and donor registration.

Alternatives Available to Council; Implications of Alternatives

1. Proceed with Staff Recommendation and approve the resolution
2. Do not proceed with staff recommendation and deny the resolution

Fiscal Impact

By approving this resolution, it avails the Auburn Police Department and the Auburn Fire Department the approval to display a sticker on each vehicle that supports organ donors at no cost to the City of Auburn.

1 RESOLUTION NO. 10-

2 RESOLUTION APPROVING THE PLACEMENT OF A STICKER ON THE PUBLIC
3 SAFETY VEHICLES FOR THE CITY OF AUBURN THAT RECOGNIZES SUPPORT
4 FOR ORGAN DONORS.

5 -----
6 THE CITY COUNCIL OF THE CITY OF AUBURN DOES HEREBY RESOLVE:

7 That the City Council of the City of Auburn does hereby approve the placement
8 of a sticker on the public safety vehicles that recognizes support for organ
9 donors.

10 DATED: June 14, 2010

11
12 _____
13 Bridget Powers, Mayor

14 ATTEST:

15 _____
16 Joseph G. R. Labrie, City Clerk

17 I, Joseph G. R. Labrie, City Clerk of the City of Auburn, hereby certify
18 that the foregoing resolution was duly passed at a regular session meeting of
19 the City Council of the City of Auburn held on the 14th day of June 2010 by
20 the following vote on roll call:

21 Ayes:

22 Noes:

23 Absent:

24 _____
25 Joseph G. R. Labrie, City Clerk
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